Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Text

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PAGE 01 STATE 097293
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM:OIFI:FBP:JMLIGHTMAN/LM
APPROVED BY EB/IFD/BP:HARVEY J. WINTER
STATE/OBP/SBRATTAIN
COMMERCE/PTO/DALLEN
----------038799 160300Z /62
R 150322Z APR 78
FM SECSTATE WASHDC
TO AMEMBASSY LA PAZ

UNCLAS STATE 097293

E.O. 11652:N/A

TAGS:BL

SUBJECT: TRADEMARK APPLICATION FOR BURGER

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON
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PAGE 02 STATE 097293

PENDING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM BURGER RECENTLY FILED IN BOLIVIA.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO. 35L40 FILED JANUARY 13, 1978 BY JUAN JOSE MEDEL TO REGISTER

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BURGER IN CLASS 6 FOR CERTAIN MEAT PRODUCTS ON GROUNDS
TERM IS GENERIC AND NOT PROPERLY REGISTRABLE AS EXCLUSIVE
TRADEMARK. OPPOSITION PERIOD EXPIRES APRIL 17, 1978.
REPORT ON RESULTS REQUESTED. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADEMARK APPLICATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 15 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE097293
Document Source: CORE
Document Unique ID: 00
Drafter: OIFI:FBP:JMLIGHTMAN/LM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780163-0338
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780452/aaaabsct.tel
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Litigation History:
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Message ID: 611028ad-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2955353
Secure: OPEN
Status: NATIVE
Subject: TRADEMARK APPLICATION FOR BURGER
TAGS: EIND, BL, US
To: LA PAZ
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/611028ad-c288-dd11-92da-001cc4696bcc
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20 Mar 2014
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